

# Janice Arnold-Jones for Con Dates: 09/11/12-09/17/12

Janice Arnold-Jones for Con  
Adam Turner  
310-601-6272  
Proposal ID: 22114  
Description: Janice Arnold Jor  
Flight: 09/11/12-09/17/12

Books: KASA: May Share to Nov TP  
Estimate Book



Program	September				Total	Book(s)	Primary A35+
	09/10	09/17					
<b>KASA</b>							
<b>News 13 on FOX2 @ 9PM</b> M-F 9-9:30 PM	5 TFN	\$400 3	\$400 1	\$1,600 4	May Share to N :30 CPP	5.4 \$74	

September				Total	DEMO SUMMARY
	09/10	09/17			A35+
<b>Albuquerque-Santa Fe</b>	\$2,550 7	\$400 1	\$2,950 8		
	36.8 49.1	5.4 30.0	42.2 56.8		
	3.2	1.6	3.6		

September			
<b>MONTHLY SUMMARY (PRIMARY DEMO ONLY)</b>			
<b>Albuquerque-Santa Fe</b>	56.8		
	3.6		

SIGNATURE

DATE

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Adam Turner  
310-601-6272  
Proposal ID: 22114  
Description: Janice Arnold Jor  
Flight: 09/11/12-09/17/12



KASA  
Jim Giudicessi  
jim.giudicessi@kasa.com  
(505)998-9530

		September				Book(s)		Primary A35+	
Program		09/10	09/17	Total					
<b>KASA</b>									
News 13 on FOX2 @ 9PM M-F 9-9:30 PM	TFN	:30				May Share to N	:30 CPP		
	Units								
	CPP								
	GRP								
	R/F								
		12.2/1.3	5.4/1.0						
News 13 on FOX2 @ 930PM M-F 9:30-10 PM	TFN	:30				May Share to N	:30 CPP		
	Units								
	CPP								
	GRP								
	R/F								
		7.7/1.1							
News 13 on FOX2 @ 9PM Su 9-9:30 PM	TFN	:30				May Share to N	:30 CPP		
	Units								
	CPP								
	GRP								
	R/F								
		7.0/1.0							
News 13 on FOX2 @ 9PM Su 9:30-10 PM	TFN	:30				May Share to N	:30 CPP		
	Units								
	CPP								
	GRP								
	R/F								
		4.8/1.0							

		September				DEMO SUMMARY	
		09/10	09/17	Total		A35+	
Albuquerque-Santa Fe	Total \$	\$2,550	\$400	\$2,950			
	Units	7	1	8			
	GRPs	36.8	5.4	42.2			
	Reach	49.1	30.0	56.8			
	Frequenc	3.2	1.6	3.6			

		September	
MONTHLY SUMMARY (PRIMARY DEMO ONLY)			
Albuquerque-Santa Fe	Reach	56.8	
	Frequenc	3.6	

*[Signature]*  
9/5/12  
DATE



# Spot Manager: All, 09/10/12-09/23/12



Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Janice Arnold-Jones for Congress

Agency: DW Turner

Line: 1

Time Period: 9p-930p

203864	09/12/12	:30	P5	9:21:44 PM	JANICE ARN	WEALLBELIEVE	\$400.00
203864	09/14/12	:30	P5	9:12:35 PM	JANICE ARN	WEALLBELIEVE	\$400.00
203864	09/11/12	:30	P5	9:28:23 PM	JANICE ARN	JEABIO	\$400.00
							\$1,200.00
							\$1,200.00

Line: 2

Time Period: 9p-930p

203864	09/17/12	:30	P5	9:17:02 PM	JANICE ARN	WEALLBELIEVE	\$400.00
							\$400.00
							\$400.00

Line: 3

Time Period: 930p-10p

203864	09/13/12	:30	P5	9:44:14 PM	JANICE ARN	JEABIO	\$300.00
203864	09/14/12	:30	P5	9:51:31 PM	JANICE ARN	JEABIO	\$300.00
							\$600.00
							\$600.00

Line: 4

Time Period: 9p-930p

203864	09/16/12	:30	P5	9:22:45 PM	JANICE ARN	WEALLBELIEVE	\$400.00
							\$400.00
							\$400.00

Line: 5

Time Period: 930p-10p

203864	09/16/12	:30	P5	9:50:06 PM	JANICE ARN	JEABIO	\$350.00
							\$350.00
							\$350.00
							\$2,950.00
							\$2,950.00
							\$2,950.00
							\$2,950.00

[Sorted by: Line]

# **AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:****Date:**

I, Adam Turner,  
 being/on behalf of: JANICE ARNOUD-JONES, a legally  
 qualified candidate of the REPUBLICAN political  
 party for the office of: U.S. CONGRESS CD-1  
 in the GENERAL ELECTION  
 election to be held on: NOVEMBER 6<sup>th</sup>, 2012  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE	ATTACHED				

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

JANICE ANNOU JONES for CONGRESS  
PO BOX 20460 ALB NM 87154  
VIC BRUNO, RESSURER

I represent that the payment for the above described broadcast time has been furnished by:

JANICE ANNOU-JONES for CONGRESS

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

VIC BRUNO

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

9-5-12  
Date

JANICE ANNOU JONES  
Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature \_\_\_\_\_ Printed Name \_\_\_\_\_ Title \_\_\_\_\_

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, JANICE ARNOLD-JONES  
 (name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

*Janice E. Arnold-Jones*  
 signature of candidate or authorized committee

JANICE ARNOLD-JONES  
 printed name

9/5/12  
 date